

## Reflections on Young Scholars 2017

The Marketing Science Institute has completed its 2017 Young Scholars conference and it's a time to recognize what's been accomplished. The conference, in Park City Utah, January 5-8, is the result of five months of planning and contributions by many people. First, the 39 2017 Young Scholars should be congratulated on their great accomplishments early in their careers, as reflected in their research, teaching, and service to the field.

The scholars come from many different educational backgrounds, universities, geographies, and experiences. The research topics covered the full range of subject matter of the field, from marketing strategy to analytics to consumer behavior, and show the increasing importance of adjacent fields, e.g., psychology, economics, sociology, statistics, and information technology. This diversity indicates how the field is evolving and will likely continue to change in the future.

The event afforded the opportunity for each scholar to share key insights about their completed research and aspirations for new discoveries in the future. The format enabled researchers to make connections across boundaries, which bodes well for future collaborative efforts.

This year's event saw the return of participation by MSI's member companies. Practitioners from Facebook and Colgate joined in the presentations and discussions, enabling scholars to experience direct contact with the business side of the field, and lay the groundwork for future engagement.

Outside of the formal sessions, skiing, snow-tubing, and enjoying the nightlife in the mountains of Utah led to another level of bonding. The stories and pictures will help carry on the great 15-year tradition of MSI's Young Scholars.

Many members of the MSI community contributed their expertise and experience at various stages along the way to help identify candidates and shape the event. Their inputs are invaluable to making this initiative successful. We thank them and all the participants and staff for making this happen.

—Gordon Wyner, MSI Research Director